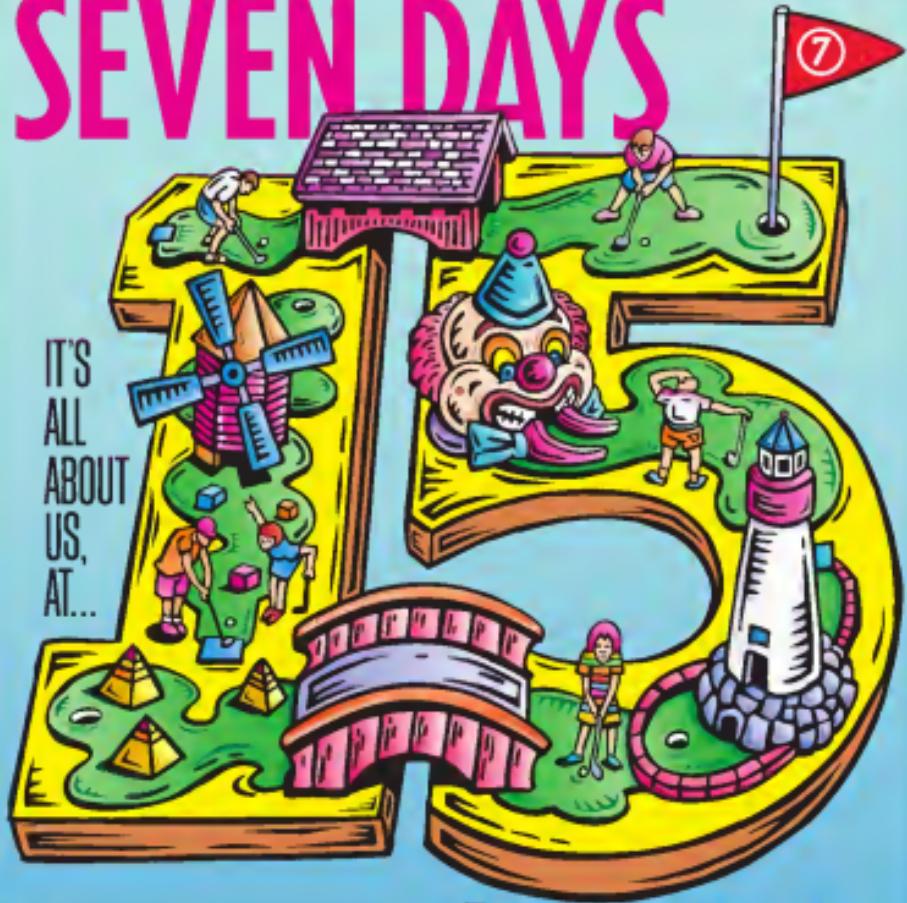


SEVEN DAYS

IT'S
ALL
ABOUT
US,
AT...



birthday bash

SOUTH END STAR

Maltese Building reborn at the Hop



DELETING THE PAST

Online embarrassments, begone!



THE HAIR! THE SHRIEKS!

Alice Levitt catches Bieber Fever

PAGE 42



NICE RACKS!

Readers pick up *Seven Days* at more than 1000 locations around Vermont, as well as Pittsburgh, N.Y. We're grateful for every single venue, but we photographed 15 for our 15th. How many of these sites can you identify?

See more 70 birthday fun starting on page 26!

Photo by Jeff Kight/Brass Studios (Mars VT), Gail Morris/General Store, Mike Blood (Montgomery Bankers/Happy Harbor Court, City Market, Ledge Biscuit House), Langdon Street Cafe, Hasty Wares, Hasty Wares/Verde, Larchmont, PenniMarket, Ben's Liquors, Judd's Corner Beverage Warehouse

SEVEN DAYS[®]

Back to School

Our first issue!

PERIODICAL MAIL REGISTRATION NUMBER
SPECIAL ADDRESSES WEBSITE ADDRESS
HOTLINE 800 221 0000

Back in the Day...
95



SEVEN DAYS IS 15!

Inevitably, that'll sound like a lot of years to some, while 1995 seems like "just yesterday" to others. Elder says we take it as a compliment that so many Vermonters seem unable to remember a time without Seven Days. We'd like to think we've become an integral part of life in this state, for the role we play in reflecting our shared community. We hope you learn something new about that place every time you read the paper, check the website or open one of our e-newsletters.

Today's technology has allowed Seven Days to grow into a multimedia company that, in defiance of national trends, the weekly print product is still very much in demand here. We have a robust distribution that spans such as Burlington's City Market four times a week and still get calls from businesses around the state that want stacks of papers delivered to them. There's nothing more gratifying to us than seeing photos of children pore over the pages of a fresh edition on Wednesday afternoons.

Businesses advertise with Seven Days because they want to reach you, our readers. We use

those resources to investigate, and report on, the community we live in. We also support by publicizing events, issues and worthy causes. Seven Days has sponsored so many nonprofit events and fundraisers over the past 15 years, there isn't space to list them all. It's no surprise to frequent a place with so many active, engaged people who want to improve things. Seven Days employees are among them.

Local media facilitate civic engagement, and Vermont is blessed with numerous websites that truly enhance their towns. Publishers who live in the communities they cover know and care about them with an intensity that eludes national media chains. You can support local media by purchasing their advertising, who are most likely more and more themselves. Your hometown newspaper is the media equivalent of a fresh Vermont veggie: sustainable, job creating, healthy and homemade. So, dig in. We promise to keep providing local color, essential nutrients and a satisfying crunch.

— PAULA ROUTLY & FAMILIA POLSTON



The Seven Days' first staff photo: Kathy Edwards, Lora Edsall, Pauline Gosselin, Maggie Graviss, Pamela Holman, Paula Routly, Rich Rossiter, Sammatha Hines, Diane Tonello

PHOTO BY JEFFREY STONE



EARLY ADOPTERS

When we launched *Seven Days* on September 4, 1995, we persuaded the following businesses and individuals to advertise in a paper they'd never laid eyes on. They took a leap of faith for which we are eternally grateful.

We entice these advertisers with a three-for-two deal, which guarantees we'd be able to put out at least three substituted issues. When deadlines for the fourth issue rolled around, we realized with horror that we were going to have to do this every week.

And so we have, 76.2 times
Today's paper in the 76.3rd

Not all of our Imagineers advertisers are still around. But many have outlived the test of time, taste and economic vicissitudes. Congratulations to them, with a special shout-out to others who launched in 1995. Huge thanks to you and the hundreds of others who have chosen to market your stores, events, services and classes in *Seven Days*.

Here's to another 150.



THANK YOU TO OUR VERY FIRST ADVERTISERS!



SO FAR, SO GOOD

Readers share their personal stories about Seven Days

Over the last couple of weeks we asked readers, "How was it the past?" referring to Seven Days' first 15 years and their current relationship to the paper. But even we were surprised at how many of them and they met their current spouse and through our personal ads. *Answer*

Others told us what they turn to first in the paper, or gushed about a fun experience with videographer Eric Schellinger on "Stick in Vermont." We received a specific story or column that made an impression. All of it is a swell 15th birthday present, so, thank you! Here, we share the feedback.

But wait! We promised that a random respondent would win a package of gift certificates to local restaurants. And that lucky Seven Days reader is ... *Stuus Reviewer of Mansfield*!

So, let's hear her story first.

I am looking forward to every issue of Seven Days. I also receive the weekly email (NOW) and, quite frankly, my week is not complete without Seven Days. My favorite part is the Free Will Astrology — it is the thing I turn to first and it is my guide for the week. I also laugh at the personal ads and study the advice of Barbara Mason. I peruse the rest of the paper and some events, advertisements, and music and restaurant reviews. There isn't a single paper over the last 15 years that I haven't thoroughly enjoyed.

There is one funny thing though that I do. I use my leftover papers in the spring to match my garden, and about my husband will find me sitting down in the garden looking at the paper again, perhaps at something I missed. So, sitting in a garden now, a pile of them and some reading Seven Days! It's wonderful.

Thank you for all that you do for the Vermont community.

Jay Strauss, Plainfield and Burlington

I did meet my wife and love of my life several years ago on Seven Days after hundreds of other dates. My ad mentioned skiing and my wife responded to it. We spoke on the phone many times before meeting.

We first met in Burlington on a beach in the [ECHO] waterfront music restaurant. She was dog sitting and, as we walked along the boardwalk I thought, This is all wrong! All she talks about is this darn dog. I thought the trip was a big waste of time. We both had sunglasses on and could not see each other's eyes.

We met again soon after, with no dogs involved. We started dating on a regular basis and I fell in love with her and I asked her to marry me, many times over. She finally said yes and we wedded in the top of Mount Mansfield under a canopy, in front of family and friends.

Every day with her is like fireworks and big heads playing. I love her with all my heart. I write her sweet poems, emails, cards, and give her flowers, etc.

We swim, bike, camp, cook, canoe, bicycle and enjoy life to the fullest together. I am still not a greatдовetail skier, but try to keep up with her on the slopes.

I guess I owe Seven Days a big thank you.

Trinssen M. Benjamin, East Montpelier

Last year my daily newsletter (One Daily 7) and just picked up the paper today. Especially like the info on upcoming events regarding music and theater.

Leslie Merwin, Cheshire, Conn.

While I was in Burlington working for Starr Farm Nursing Center, I found a wonderful second job playing organ at the United Church of Christ one afternoon ad in Seven Days. The congregation and choir there were very, very special. I'm no longer living in the area, but will always treasure that experience.



John Wilson, Hinesburg

For many years I eagerly picked up Seven Days each week for two primary reasons: Peter Freyne's column ("Inside Track") and the crossword puzzle. If I had time, I'd read further, but those were the incentives to never miss the paper.

Today I read further into other articles and enjoy the paper each week.

Thanks for a great local publication!

Shannon Trainor, Montpelier

Seven Days is the only local paper I pick up regularly (the price is right). But the paper I most enjoyed my life because that's how I met my fiance.

We first met through the "Two's a Tango" [personal ads] site back in March 2007. By date number three we were a couple. By date number four we were



saying "I love you." And within a month of meeting, we were joking about getting married.

So, to be over-dramatic, I could say my current happiness and the next 50 years of happiness are due to Seven Days. Although I could also say the huge cast of impending weddings and a prolonged visit from my mother could also be attributed to Seven Days. But I prefer to look on the bright side of things.

Thanks, Seven Days!

April Hownard, Burlington

Since 2002, when I've lived outside of Vermont for parts of years in New York, Belgium, Paraguay and Argentina, I've read Seven Days from the air as a way to continue to feel connected to Burlington, and my former hometown of Richmond. More than any other print publication covering the state, Seven Days encapsulates and records so many of the wonderful things about living in Vermont and in Burlington. Thanks to all the work you do!

Jerry Hinckley, Williamstown

I have been reading your paper since its beginning. Your recent story about Lt. Governor Brian Dubie was my eye-opener, causing me to reconsider my options as an independent voter in this coming election. I have another letter ready to send to your paper concerning discipline and diversity in your August 28, 2010 issue. Keep going! Your articles cause us to think, wonder and hope for a better world.

Ken Haggett, Lake Elmore

Seven Days began to change my life 10 years ago. I placed a personal ad and enjoyed many a conversation over coffee with various women I met. Eventually, I met my current partner and wife as a result of that ad. It's not always easy to meet others in the rural stone walls, and the Seven Days personals make it possible to meet a wide range of people with similar interests. It sure worked for us!

The next experience I had with Seven Days was in hiring employees for my fledgling dog-leisure business about five years ago. After placing ads in several local papers and not receiving much in the way of quality applicants, I decided to use Seven Days for the next stand. What a difference! I had six or seven applicants, my own of whom I could have hired. The two I did end up hiring are still working with me now, four years later.

My latest experience with Seven Days involved a visit from Eva [Solberger] to film a version of "Stock in Vermont" featuring our dog-leisure firm. I'm fairly camera-shy, but Eva made the whole outing very relaxed and I had a great time. I was immediately how she took around two hours of footage and edited it down to shoot five minutes of video that really accurately capture the essence of my business.

I just remembered one more positive interaction I have had with Seven Days. You can believe it— it seems like the same I think about it, the more I realize what a great resource Seven Days has been over the past 15 years.

Kent Fawcett and his dog Nicky came to do a dog-aerator outing with me in the fall of 2006. He wrote a very nice article on the visit, titled "Musk/Molasses" (November 18, 2006).

So, how Seven Days affected my life in the past 15 years? You might say it has. I wonder what the next 15 will bring.

Staff Photo

**Fred L. Hiltz,
Shelburne**
David and Sally
Gundlach made the
connection with Eva
Solberger for her
video about maple
sugaring at Wake
Robin, the only
life-size community
we know with its own
sugabush.

We who appeared
in the show were, of
course, enthusiastic.
The word soon spread
through our community
and to people interested
in Wake Robin. Our website
still features the link
on its front page.

Our marketing
manager says that she
often hears about it
from people contacting
the department: "My, you seem to have
fun there!" While that
is certainly true, it
was Eva's contagious,
happy personality that
brought it out in us
"norms."

We hope the will
return for a video about
beekeeping some day.
The honey harvest in
early September is the
most visually interesting
part of the story.

Clockwise, from top left: David
Gundlach, Matthew Thorne,
Tyler MacIntire, Colby Stevens,
Crystal Wenzelard, Solberger



SO FAR, SO GOOD

Laura Lewandowski, Bristol

"*Stuck in Vermont*" helped me change my life. Since our first visit to Vermont in 2006, my husband and I spoke often of uprooting ourselves from our South Dakota home and moving east to Vermont. We liked almost every single thing we experienced during our vacation — the views, the museums, the farmers markets and especially the people. But to uproot and move half way across the country on the basis of one week in paradise was a daunting prospect.

My husband and I (now retired) made a good living applying research to everyday problems. We decided to research Vermont to see if this was what we really wanted to do. Scouring the Internet for any and all information related to Vermont, in early 2009 we found Seven Days and "*Stuck in Vermont*". The very first SIV video I watched was episode 124, called "*Sheep Shearing School*" [April 15, 2006]. I not only learned about Shelburne Farms and sheep shearing, but also about the quirky, informative way Eric Solberg perceives the state in which the lives I was hooked. I watched each SIV for over a year and learned so much — why would anyone not want to live in Vermont? The decision to relocate here became a no-brainer!

The videos not only helped us decide to move, they helped us determine a method of moving. Thanks to SIV, we started many areas of Vermont we wished to investigate as potential homes. To be certain we landed in the right place for us, we rented a furnished home for a few months in our target areas so we could explore. We ended up in a village we would not have considered otherwise and are very happy here. This was the best move we could have made. ☺



Staff
Photo



Top: Staff (left), Adrienne Bennis, Carolyn Fine, Andy Ternus, Cally Remer, Ashton Brusseau

Bottom: From left, Bob Belote, Nancy Ross, Regan Jameson, Suzanne Pfeifer, Elizabeth Kuehne, Deborah Cetkovic

